



USS Board of Directors 05/21/2021 Meeting Minutes

In attendance for the virtual meeting on 05/21/2020 of the USS Board of Directors (“BOD”) were USS BOD President, Mark Carleton, Vice President; Susan Sandvig-Shobe, Treasurer; Andy Kelly, Secretary; Rusty Smith, PatMaxwell, Tony Liu, Ryan Bedford, Carlijn Schoutens, Duncan White, and Don Mealing. The listed members in attendance constitutes a quorum of the Board. USS Executive Director Ted Morris, Director of Finance Dale Schoon, Membership and Events Director Marion Wohlrab, High Performance staff Shane Domer, Bryce Holbech and USS USOPC AAC Representative Brian Hansen were also in attendance.

Meeting minutes were recorded by USS Marketing Manager Andrea DiCristoforo

1) **Welcome**

The meeting was called to order by Mr. Kelly at 1:07 pm. Mr. Morris welcomed everyone and noted a few Directors who will be joining later in the meeting.

2) **Finance Report**

Mr. Schoon presented the 2020-21 budget which continues to show a small surplus forecasted. Mr. Schoon does not anticipate any significant changes as USS wraps up its fiscal year. Mr. Smith commented on the discussions related to the USS Hall of Fame and the intent for it to be hosted at the Utah Olympic Oval. A concrete fundraising plan is necessary to get this project off the ground. Mr. Smith suggested having a full revenue plan in place within the next six months. The BOD supported Mr. Smith’s plan.

Mr. Schoon shared the 2021/22 preliminary budget. On the Expense side, a full competition travel schedule for both the Long Track and Short Track Teams is anticipated. There could be added covid related costs depending on the protocols that are in place in the various host countries of major events. On the revenue side, there is potential risk with currently uncommitted sales revenue forecasted along with revenue related to an Olympic Hospitality program that might be in jeopardy due to Chinese travel restrictions. Mr. Bedford inquired about potential savings if USS maintained a virtual congress verses in-person in 2022. Mr. Schoon said doing a virtual congress would save USS roughly \$40,000.

Mr. Schoon shared some historical financial information for the BOD to review including revenue trends over the last 10 years and the organizations over-all equity position. In general, the organization is in a healthy position financially. Mr. White inquired about additional sponsorship opportunities and available inventory.

3) **USS Foundation Report**

Mr. Schoon provided an update on the investment growth of the fund and 2020-21 withdrawals in support of USS. Cook Street Consulting continues to do an excellent job

managing the fund.

4) USOPC Update

Mr. Morris reported on the USOPC' Athlete Marketing Program (AMP) and continued confusion from NGB's and athletes concerning the roll-out of the program. The intent is positive, but several kinks need to be worked out before it's a fully functioning and athlete beneficial program.

Mr. Morris shared that the USOPC will issue private placement bonds to help provide the organization financial flexibility in case of cancellations or postponements of future Olympic Games.

5) AAC Report

Ms. Schoutens shared that the 2021 AAC award was presented to Aaron Liu. Aaron is a young skater doing incredible things to grow speed skating in the Wisconsin area. The AAC reached out to all Nation Team athletes for feedback heading into the coming season. Communication between the AAC and staff continues to be very positive. The AAC was very involved in determining criteria for Direct Athlete Support for the 2021-22 season.

Ms. Schoutens reported on a 2018 athlete safe sport complaint handled by the U.S. Center of SafeSport that has resurfaced. The victim has expressed some concerns around the communication of the decision by the U.S. Center of SafeSport.

Ms. Sandvig-Shobe inquired about the 33.3 % Athlete Representation rule now required by the USOPC for all NGB Committees. Mr. Bedford explained the new athlete representation requirements and expressed optimism that USS will be compliant by the end of 2021.

6) USOPC NGB Requirements

Mr. Morris presented details around new USOPC requirements that need to be implemented by the end of 2021. USS needs to increase its athlete representation on the BOD from 30% to 33% to be compliant. The BOD discussed several options on how USS can meet the new requirements. The BOD agreed to determine a direction and have staff draft bylaw changes to be considered and reviewed at the next meeting.

7) Athlete Imagery

Mr. Morris reported on continuing dialogue with the USS AAC to better define athlete imagery use for media and sponsorship purposes. This issue has come up recently and there's a general agreement that better definitions need to be established especially with the increased focus on social media. Staff is committed to working with the AAC to find mutually agreeable definitions.

8) International Strategy

Staff reported that the relationship with the ISU continues to be strong. The ISU Congress has been postponed again and will return in 2022 which will be an important election year for the ISU President position, Council and key committees. Staff feels positive about the current U.S. representation and is committed to maintaining or improving where opportunities present

themselves.

9) **Congress Proposals**

The Board reviewed and discussed the various congress proposals from the membership and decisions by the designated committees. There were no proposals made directly to the Board.

10) **Executive Director Report**

a. **High Performance**

The High-Performance staff spoke to the recent Short Track National Team coaching changes. The Long Track National Team coaching staff remains in place. The Athletes continue to make great strides. This year, an emphasis will be made to improve coordination and collaboration between the sprint and distance teams.

Staff reported that medical manager, Karen Ocwiega has left USS to pursue a great opportunity with the Carolina Panthers NFL Team. Though a big loss, staff is optimistic about the available pool of candidates and will look to fill the position within the next two months.

Staff presented the High-Performance goals for the coming seasons and key event schedule.

b. **Development/Membership**

Ms. Wohlrab presented plans for the 2022 Tour of Olympians. This tour will start on the east coast and wind its way through the Midwest lasting 22 days. Best practices from the 2018 Tour will be used with an emphasis on making sure our clubs are ready to host and promote the tour. Mr. White suggested making sure that USS has gear to sell at the various tour stops.

USS is investing resources in the national Learn to Skate (LTS) Program. A new speed skating teaching curriculum has been put in place that 7,000+ coaches will be able to access. USS will focus on providing more LTS resources to rinks where USS has strong clubs to help transition young skaters from LTS to club speed skating.

c. **Marketing/Fundraising**

Mr. Morris shared information on the VIP Bike Camp planned for August 6-8 in Park City. Invites have been sent out to past and potential Bike Camp participants. It will be a fun weekend and the BOD is encouraged to reach out to potential guests.

Plans are coming together around USS' Olympic Hospitality Program in Beijing. USS has secured a 5-star hotel working with USA Figure Skating and USA Hockey. There's concern that no foreigners, other than athletes and credentialed officials, will be able to attend the 2022 Winter Olympic Games. The USOPC should know more on this subject in the coming weeks. USS will make sure to maintain maximum flexibility when it comes to hospitality commitments in China.

11) Legal/SafeSport Update

Mr. Morris reported on two on-going legal matters. In addition, there was a complaint filed by several members against another member. USS is investigating the complaint and will respond accordingly.

12) New Business

There was no new business to discuss.

13) Conclusion

Mark Carleton adjourned the meeting at 5:06 pm.

